

### **ABSTRACT OF THE DISCLOSURE**

[0072] A content management system including an audience profile is disclosed. The content management system includes a database having a plurality of records. At least one record of the plurality of records includes a plurality of fields storing a plurality of grammatical syntax elements associated with a content subject. Each of the plurality of grammatical syntax elements has a rhetorical structure to facilitate selective assembly into at least one sentence. The content management system also includes a server responsive to the database and an audience profile relating to a desired presentation of the content subject. The server is configured to selectively retrieve at least one grammatical syntax element of the plurality of grammatical syntax elements and to provide a data file including at least one grammatical syntax element. At least a portion of the data file is constructed based upon the audience profile.